

Hawaii Tourism Korea Organizes First Group Media Fam Trip



Hawaii Tourism Korea successfully conducted a first major Group Media Fam Trip from March 17 through 21 with 5 journalists from Korea's leading daily newspapers and one

top travel photographer. Covering Oahu and Big Island, the Fam trip is expected to generate over \$300,000 worth of media coverage.

Photo: Korean journalists in front of the Historic House in Waimea on the Big island.



Photo: Website of Hawaii Tourism Taiwan

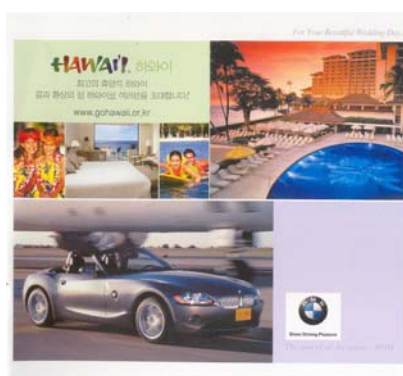
Luxury Wedding Fair in Seoul, Korea



Hawaii Tourism Korea has participated in Lotte Department's Luxury Wedding Fair, where Hawaii was featured as the exclusive and ideal honeymoon destination. A Trip for two to Hawaii including 3 nights stay

at "Halekulani on the Beach at Waikiki" was the Grand Prize for the event.

Photo: Hawaii Booth at the Fair (above), Invitation card for the Fair (right)



New Chinese Websites Launched

Official websites for both Hawaii Tourism China and Hawaii Tourism Taiwan were launched to serve local web users. The website for China is written in simplified Chinese and the website for Taiwan is written in traditional Chinese. Both websites are be linked with HVCB website, and can be found at the following URLs:

China: <http://www.gohawaii.cn/>

Taiwan: <http://www.gohawaii.org.tw/>

Asia Promotional Opportunities

Promotion with General Motors in China

Hawaii Tourism China (HTC) is setting up a joint promotion with General Motors in China (GM) for a large-scale Hawaii promotion. GM will use "Trips to Hawaii" as prizes in their sales promotions in 200 dealerships nationwide, reaching over 600,000 visitors during the course of the promotion. GM will choose 10 couples each month from those who purchased GM autos. GM will provide the air tickets while HTC will arrange local transportation as well as accommodations. GM has their own membership magazine, which has 450,000 readers, which will feature the Hawaii promotion, and GM is investing over RMB 500,000 (\$60,000) to advertise the Hawaii promotion. HTC welcomes any cooperation from companies in Hawaii interested in participating. Please contact Tina Yao at Hawaii Tourism China for more information at email: tinayao@marketinggarden.com

Activities for Coming Months

Hawaii Tourism Asia is planning the following major activities in Hawaii. Please contact the staff listed in each office in order to participate:

- ◆ **Hong Kong Media Fam Trip - April 16 ~ 21**
Contact: Jemy See, Hawaii Tourism Taiwan
jemysee@marketinggarden.com
- ◆ **Korean Travel Agent Fam Trip - April 21 ~ 24**
Contact: Emily Kim, Hawaii Tourism Korea
emilykim@marketinggarden.com
- ◆ **Chinese Travel Agent Fam Trip – end of May**
Contact: Christine Li, Hawaii Tourism China
li@marketinggarden.com